

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

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**TO:** Beth Mora  
Camille Abbruscato

**FROM:** Arun Sinha

**SUBJECT:** Cambridge Promotions Recap

**DATE:** December 2, 1992

Just a note on a few things.....we need to take a close look at the ordering pattern for all the current and future Cambridge promotions. Can you provide the displays ordered by each section for all the promotions two weeks prior to the start date of promotion and the first week into the promotion. To start with, can you recap the ordering pattern of Period 8 promotion. Since the program is almost halfway through, by now we should have a good idea of the displays ordered by the field. Similar information for January promotion should be distributed on December 15 and the week of January 4. The format which you had used for Harvest of Savings promotion seems to work well.

Can you also do a recap of the current National Accounts promotions as to how many of the deals have been ordered by each account. If we still have some deals left, let's offer them to other accounts/sections by taking out the customized portion of the promotion.

Yesterday I looked at the creative for February FSI. The offer within the FSI was not strong enough, so the agency is going to revise that creative. You'll probably see it tomorrow.

We should order the prints of January and February FSI's for the field sales force. The back of the print should have all the newspapers in which it's going to run. I would like to inform the FSF of the FSI's at least 3-4 weeks prior to the run date so that they can put some extra displays/product at the retail.

If you have any questions, I'll be back on Friday.

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